



**Brief set by**  
IMAX

**In collaboration with**  
Louise Tattershall,  
Jones Knowles Ritchie

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## Show off the immersive IMAX experience before the main show's even begun

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### Deadline

21 March 2023, 5pm GMT

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### The backstory

IMAX delivers a cinema experience like no other. From heart-pounding audio that combines pitch perfect tuning with endless sweet spots around the theatre and pin point accuracy to laser align audio, to awe inspiring images that provide unparalleled brightness and clarity with heightened realism through custom screens, to immersive experiences planned down to the finest detail in every theatre, IMAX provides movie magic every time the lights go down.

An IMAX movie is an event. And that special occasion should begin from the very start of your IMAX experience. So how can IMAX reimagine their 60 second preshow video to draw audiences in and get them excited about the experience that they are about to have?

### What's the challenge?

Create a brand new 45 to 60 second preshow video to showcase IMAX's ability to deliver an immersive experience, that's as exciting as the film itself.

You can either create your film in its entirety, or showcase your ideas through a storyboard (which may include animated/graphic example segments). Your response must incorporate specific IMAX features (see 'Things to think about').

### Who are we talking to?

IMAX is a global company, with over 1,600+ theatres in 85+ countries and territories, so your response should speak to a global audience. Viewers are already in the theatre, so this is about engaging and preparing them for the IMAX experience rather than selling it to them (show vs tell).

### Things to think about

#### What makes it IMAX?

There are a number of key things that make watching a film a uniquely IMAX experience, so make sure your response showcases:

**Aspect ratios.** On an IMAX screen, fans can experience up to 26% more picture on select films, with the traditional widescreen frame expanding to show more of the action (1:90 ratio). Note: This is a visibly distinct feature but not all films feature IMAX's expanded aspect ratio. It can be showcased in the preshow but consider ways to leverage it in a way where it is additive and doesn't take away from a film that may not have the 1:90 aspect ratio.

**Sharpness.** Experience incredible detail in every image with a sharper, clearer and crisper picture that delivers a heightened level of realism on the biggest screens.

**Brightness.** IMAX's singular level of brightness fills screens with the most vivid and lifelike images in 2D and 3D.

**Contrast.** Dramatically greater contrast levels in each frame provide a level of depth that draws audiences into the movie.

**Colour.** The widest range of colours available to filmmakers so they can present more vibrant, deeper and richer colours in IMAX than ever before.

**Sound.** Whether it's a pin drop or feeling the heart-palping force of a volcano, with next generation IMAX precision sound, audiences will experience a new kind of powerful, immersive sound they can feel.

**Theatre design.** IMAX theatres are calibrated every day and provided 24/7 support to ensure that each showing lives up to IMAX's high standards. Theatres are designed with recording studio-level insulation from outside noise, fabrics that eliminate the reflection of light, and seating that guarantees a perfect view of the screen no matter where you sit.

Your idea should also be imagined within the context of leading up to the [IMAX countdown](#) (but you should not replicate the countdown's look and feel).

### Storytelling and tone

The IMAX brand has extremely broad awareness globally, but consumers often lack deeper understanding of what makes the brand unique and different. Their goal is to capture the essence of an IMAX experience, without feeling overly techy or cold, which can be difficult. How you can get this movie-going audience engaged and tell their story?

### The IMAX sound

You are not required to sound-mix for this brief, and your work will be judged based on the overall story and visuals for your response. However, you should consider how sound will be a part of the overall film and offer examples of how you will maximise the IMAX sound opportunities.

### What to avoid

Your response must not reference any intellectual property (IP, eg franchises such as Marvel and Star Wars or original films such as Nope or Dunkirk) or the likenesses of IMAX directors (such as showing them on set or an animated likeness).



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### The important stuff

Each response must include:

- An overview of your idea, including the inspiration and insights you found to develop your film.

AND EITHER

- 45 to 60 seconds of animated/motion design/film footage.

OR

- A series of storyboards that showcases your 45 to 60 second film.

If you're submitting a film, as well as sticking to the standard specs in *Preparing your entries* we recommend you use a frame rate of 24, 25 or 30 frames per second.

### What and how to submit

Read ***Preparing your entries*** before you get started for full format guidelines.

#### **Main** (essential):

Either a **presentation video** (max. 2 min) OR **JPEG slides** (max. 8), showing your solution.

#### **Optional** (judges may view this if they wish):

**Interactive** work (websites, apps, etc); if your main piece is **JPEGs**, you can also submit **video** (max. 1 min total); if your main piece is **video**, you can also submit **JPEGs** (max. 4).

### Further information

#### **IMAX Countdown**

[spaces.hightail.com/space/FV821of2gt](https://spaces.hightail.com/space/FV821of2gt)

#### **Current preshow**

[bit.ly/2N8tptw](https://bit.ly/2N8tptw)

The current preshow was designed in 2015 to reinforce excitement for the upcoming IMAX experience and introduce the brand to potential new fans through depicting engaging recreations of the heightened sight and sound effects of the IMAX format.

Your response should consider how to transform the current preshow to reflect the fan-focused, film-obsessed brand IMAX is today.

#### **Why is the IMAX experience for true fans?**

In IMAX, content is presented as the creator intended. IMAX gives creators the tools to realise their ultimate artistic vision. IMAX is a true partner, enhancing the film at every step of the way, from IMAX staff's technological assistance during production to IMAX headquarter visits for directors finalising their films, to in-house post production services.

IMAX embraces storytelling, in the world of film and beyond. The brand is a dynamic one that is a fan of everything that you're a fan of.

For those in the know, your fandom means more if you saw it in IMAX. There's a difference between going to an opening night screening of the new Marvel movie in IMAX vs catching it a few weeks later in a standard theatre.

IMAX delivers for fans on both levels of a theatre-going experience – the immersion that makes the individual feel as though they're in the film, and the connection with fellow fans that results in memorable, communal experiences.

#### **Practical considerations:**

Consider the size and scope of an IMAX screen when thinking about your creative – wider, expansive shots and graphics look best. Quick cuts can also feel jarring or distracting.

For more info see 'What is IMAX'

[youtube.com/watch?v=B\\_UvdLYSk7Q](https://youtube.com/watch?v=B_UvdLYSk7Q)

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